



Corporate Communications Office
U.S. Army Corps of Engineers, Jacksonville District

U.S. Army Corps of Engineers Jacksonville District Social Media User Guidelines

These are the official guidelines for use of social media at USACE, Jacksonville District. We expect all who participate in social media on behalf of Jacksonville District to adhere to and follow these guidelines. Failure to do so could affect your future participation on these sites. Currently, Jacksonville District maintains four official social media sites, all under the username “JaxStrong,” on Facebook, Twitter, YouTube and Flickr. No additional sites or social media platforms will be established at this time.

INTERNAL USER GUIDELINES

If you are a Jacksonville District employee or contractor contributing to the District’s social media sites, blog, or any other kind of social media in an official or unofficial capacity — these guidelines are for you.

Once You Decide To Engage

If you participate in Jacksonville District social media, please follow these guiding principles:

- Do not use your army.mil e-mail address to establish an account on a social media platform.
 - Post honest, informative and respectful comments—no spam and no off-topic or offensive remarks.
 - No posting of classified, proprietary, privileged or FOUO information.
 - No posting of personal information on District sites. The District’s social media sites are to educate and inform the public of Jacksonville District programs and projects.
 - Assume personal responsibility for your comments, your username and any information provided.
 - Always pause and think before posting. If your comments give you pause, don’t post them.
 - When disagreeing with others' opinions, keep it appropriate and polite.
 - Bottom line: Maintain professional conduct in the virtual world as you would in the real world.
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Rules of Engagement

Operations Security is paramount. Any information that may compromise OPSEC should not be discussed. If in doubt as to whether information may violate OPSEC, contact your supervisor or CCO.

Be transparent. This translates to “be honest.” In a social media environment, honesty is important to credibility. If you are writing about your work at the Corps of Engineers, use your real name, identify that you work for the Corps, and be clear about your role. Stay in your lane.

Be judicious. Make sure that your efforts to be transparent don't violate USACE and U.S. Army policy, privacy, confidentiality, and legal guidelines. Never comment on anything related to legal matters, litigation or any parties in which we are in litigation. Remember, what you publish is widely accessible. Consider the content carefully. If your comments give you pause, don't post them.

Stay in your lane. Make sure you write and post about your areas of expertise. It applies in public forums as much as it applies to conversations with the media. If you're not the best person to comment on a topic, you shouldn't do so in an official capacity. Contact CCO if you encounter a situation where another subject matter expert is needed.

Create interest. As a Corps employee and a citizen, your view of the Corps' work is unique and the public wants to hear from you. The Corps of Engineers is making important contributions to the world and social media is providing a forum to reach new audiences and educate them on those contributions. Your comments will give the public an inside look at the Corps' work.

If you make a mistake, admit it. Be quick to provide a correction and contact the Corporate Communications Office.

EXTERNAL USER GUIDELINES

These are the official social media user guidelines for the U.S. Army Corps of Engineers, Jacksonville District. We ask that you follow our posting guidelines. If you don't comply, your message will be removed. These are the official guidelines for use of Jacksonville District social media sites.

- We do not allow graphic, obscene, explicit or racial comments or submissions nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.
- We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or non-governmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or non-governmental agency.
- We do not allow comments that suggest or encourage illegal activity.
- Assume personal responsibility for your comments, your username and any information provided.
- We will review all comments prior to posting and reserve the right to discard messages containing inappropriate content.
- The appearance of external links on this site does not constitute official endorsement on behalf of the U.S. Army or Department of Defense.